

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisements to publish in “Simplify” an in-flight magazine of Air Deccan in the months of June’ 08 & August 2008 issues, through M/s. Akshara Advertising – Publication Charges – Amount Sanction of Rs. 6,40,000/- - Orders - Issued

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 248

Dated: 10-03-2009

Read the following:

- 1 Govt. Lr.No.1939/PMU/PRO/2008, YAT&C (PMU) Department. dt. 25.03.2008
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Release Order No.119/Display-PP/Advt.I-2/2008-09, I&PR Department, dt.29-07-2008.
- 6 Bill No. S/064/08, dt. 19.06.2008 & Bill No. S/137/08, dt.12.08.2008 of M/s. Akshara Advertising, Hyderabad

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ORDER:

With a view to promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements for publication in various Magazines on regular basis, as a part of promotional initiatives. The Department of Tourism & Culture had released an advertisements for publication in “Simplify” an in-flight magazine of Air Deccan in the months of June’ 08 & August 2008 issues for pre PATA Mart Publicity, vide I & PR Release order, 5th cited and through M/s. Akshara Advertising, which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisements, in June Edition pages 108 and 109 and in August Edition page 46 and 48, the advertising agency has submitted a bill amounting to Rs. 3,25,933/- & Rs. 3,25,933/- vide letter 6th read above for arranging payment.

2. After careful examination of the matter with reference to the R.O. 5th cited of a cost of Rs 1.60 rate per page advertisement cost, the Government hereby accord sanction for an amount of (Rs.3,20,000/- + Rs.3,20,000/-) Total Rs.6,40,000/- (Rupees Six Lakh Forty Thousand only) towards publication of the advertisement in “Simplify” an in-flight magazine of Air Deccan for June ’08 & August 2008 issues.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (15) – PATA Conference – 500 – Other Charges – 503 – Other Expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Akshara Advertising, Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To,
M/s. Akshara Advertising, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER